

## Second Anniversary

## Circulation

Going Strong

## Getting The Times to You in the Way You Want It

By M. E. ZEPP, Circulation Manager.

When you pick up this paper to read, do you realize that everybody concerned in the making of it had you in mind? And do you ever think about the Circulation Department—way down in the basement? That Circulation Department has just one object in life—YOU, by delivering your copy to your home or particular newsdealer in a dependable way—when and where you want it.

The average newspaper has three methods of distribution, the newsdealer, the boy on the street, and the carrier. That's the average paper. But The Times goes farther. Recognizing the demand for a paper on the streets after 7 o'clock in the evening and in sections of the city without newsdealer representation, it was the first newspaper in the country to adopt a news vending machine.

Look over one of these machines sometime. I know all about them inside and out. I ought to. I spent nine weary months experimenting with the manufacturer before I got one that was practical. This new model will soon replace those now on the streets. And there'll be lots of 'em; a sufficient number to cover the entire city.

It isn't necessary to say much about the carrier service. You know, yourself, just how dependable those carriers are. In proof of that knowledge—the best proof in the world—our carrier circulation has been jumping at the rate of a good bit more than one thousand a month. Last month, for instance, fifteen hundred new people ordered The Times delivered to their homes.

The Times is mighty proud of these carrier boys. They're serious-minded and ambitious. They are in business for themselves. You are their customer. There is no middle man. They get all the profit and you mean something to them. With you they are the direct representative of The Times. They know it. They prove it by the punctual delivery of your copy of The Times and their courtesy in all their dealings with you.

One of these boys is a neighbor of yours. If you don't know him you'd better telephone the Circulation Department of The Times and order the paper. That's the best way to get acquainted. You'll be glad to know him.

## Second Anniversary

## Music Department

Going Strong

## Music Holds a Distinct Place in The Times

By J. MACB, Music Editor.

The Times is the only newspaper in Washington with a special music department designed to keep the public in touch with the many interests of music, both at home and abroad.

In this The Times has two features: the weekly "Music in the Home" page, printed each Thursday; and the reviews and current happenings that are recorded in the columns of the daily news.

Three things have been emphasized in an appreciation of the uses of The Times Music Department. Music is expressed, this patron of The Times finds:

1. By interpretation—by trying to tell what music means, as well as how it has been performed.

2. By relating music to its place in the life of the people—through special consideration of the many music activities that are increasing yearly in Washington.

3. By the opportunity The Times gives to "talk over" events when they are passed, and thus to establish the purpose and the aim of these activities in the life of each and every one.

Music as an art, then, and as a help in the finer art of living comes into the province of The Times "Music in the Home."

It does more than this. The specialist in music is not alone the musician, but the agent who supplies the demands of the musician.

By giving voice to the merchant, The Times has opened up a broader field of music. And it has found that the merchant is always ahead of public opinion. He knows, before the public is aware of it, just what that public will most appreciate.

The merchant is a source of real "news" in music, for he is the investigator, whose discoveries bring out the genius that would otherwise lie dormant or hidden. There is many a romance of discovery in the chosen policy of the merchant.

"Music in the Movies." The greatest audiences in America today are the "Movie" audiences. There is yet much to be told of the value of music in interpreting the "Silent Drama."

This music is evident. Music in the Movies is carrying the best of music to multitudes who would not know it otherwise. The music directors of the Motion Picture Theaters are being chosen more and more for their real musicianship.

Why? Because the public knows! To mark the milestones in the relation of music to the movies, is a part of The Times music "news."

The Times "feature" stories find music in science, as well as in religion, in art, in sociology, and in all forms of recreation.

The Times "Local Notes" chronicle some of these developments here at home. While in anecdote or record, of the realm of music as it moves throughout the world, an effort is made to bring to the life of the city what music means to other communities, to other lands.

Thus the American slogan, "Supply and Demand," are balanced.

## The Washington Times Is Delivered to You In This Way

Section  
of  
"Northeast"  
Division  
of  
The Times  
Carrier  
Service.



Here are  
Some of  
The Times  
Carriers  
Who bring  
You the  
News  
Every day.

## Greater Washington, Remade During War, Is Here Now to Stay

By BILL PRICE.

This retrospective of two years with The Times is unlimited in its inspirations and pleasures, because it brings vividly to mind a close association with the splendid people of Washington during war, distress, and difficulties that united the inhabitants of the National Capital as nothing ever did before; that developed untold qualities of leadership, patriotic co-operation, generous self-denial, broad democracy, and true brotherhood.

It has been two years in which Washington has advanced from a comparatively small city to one of first proportions in population and world importance, to which have been turned the eyes of all nations and all peoples.

## Local and National Issues.

Fighting for the cause of the nation and of other nations, giving freely of time and money to the call of democracy, Washington citizens have at the same time wrestled with unusual problems of local bearing developed by the entrance of the Government into the world war.

And it may be truly said that in solving these problems and in dealing with the readjustments that came since the war, District people have demonstrated that in intelligence, industry, and ability they have no superiors. They have learned lessons of co-operation and of unity for civic betterment and improvement, and these will bring untold benefits in the years to come.

In all the good that has been accomplished The Times has been able to play a conspicuous part. Unhampered by sinister influences, neither tied to "interests" nor to dollars, it has been able to print freely news and to advocate the cause of the masses. The result has been marvelous progress in obtaining the good will, support, and confidence of all classes who respect independence and the straight-out motive of doing right for right's sake.

## Can Tell the Truth.

Untrammelled by fears of arousing the dislike of big or little interests, the writers on this paper who are charged with handling matters of local concern have been able to tell the truth as it is, to present facts called for by the general public, and to urge justice.

There has been no need to wait to find out what the public has felt. If the cause was right it was known that the public would comprehend and sympathize. Waiting to see how public sentiment would jump has been a waste of time; confidence that it always jumps in the direction of a square deal has been a motto in printing what should be printed.

Coming Into Her Own. Washington's immense progress during the war and since the armistice is just a forerunner, her people feel, of her development in the future.

There have been various estimates of the present population and only the official census next year will reveal the facts. In November, 1917, when this country had hardly gotten into the war and before the bulk of war workers had come here, the police took a census of the District. The War Risk Bureau is clamoring for a population of 395,947.

The Civil Service Commission stated some months ago that 90,000 workers were added to the Government pay rolls during the war, the great majority of them in 1918. The curious fact stands out that the reduction of Government employees since the armistice has been less than 6,000. As fast as one Government activity ceases or diminishes the employees released are absorbed by other Government bureaus which have increased in business.

After July 1 there may be some decrease in the number of war workers, owing to decreased appropriations by Congress, but there will likewise be need for employees in the next census, work upon which begins July 1, in the Internal Revenue Bureau and in other departments. The War Risk Bureau is clamoring for 1,000 stenographers and typewriters unable to get them.

So a most conservative estimate of the present population is 450,000, with little prospect of material decrease. The total is constantly increased by well-to-do people from all over the country coming here and buying homes, often bringing their own servants. The lure of Washington is widespread. Its social and political features are more inviting than any other city in the world.

Real estate men are the real barometers of the future of a city. They are united in the confident belief that there will be no backward step here in population, business or otherwise. They are building and encouraging others to build and will tell you that they could sell thousands of new houses today if they had them—houses to people who

## War Changed Society Of Capital to That of Metropolitan Center

By JEAN ELIOT.

The war brought the world to Washington. In the last two or three years the town has changed from a sleepy, somewhat provincial place to a bustling city with metropolitan aspirations and a more or less cosmopolitan atmosphere.

The fine leisureliness of life in Washington, which undoubtedly had its strong appeal, is gone, but instead there's a stimulating quality about existence. And during the six months since the signing of the armistice it has become abundantly evident that much of Washington's development is permanent in character. This is particularly true where the somewhat complex social life of the city is concerned.

## Notables Left Impress.

True, many of the foreign missionaries, whose presence did much toward fanning the spark of cosmopolitanism into a flame, have since the end of the war, have been called home since the end of the war. But these leaders in the intellectual and social life of the Old World have left permanent imprint upon society here.

And the United States has assumed such importance in the scheme of things that henceforth the nations of the world will appreciate the necessity of being represented at Washington by the very cream of their diplomats. Consequently the Diplomatic Corps, which has always played an important role here, may be expected to have an even greater influence on life at the Capital.

## "Dollar a Year Men" Gone.

Many of the "dollar-a-year men," who came to Washington from all over the country to "help Uncle Sam win the war," have naturally packed up and gone home, now that the war is won. To pick up the threads of the business activities which they laid down when their country needed their services. But a goodly percentage of them—and more particularly of their womanfolk—have developed an affection for Washington which will cause them to be numbered hereafter among the more or less permanent residents of the city.

Some have bought homes here, others have arranged to rent handsome residences for the "season," with a capital S—and still others have announced their intention of spending part of each winter here in future.

Washington has a way of growing upon the sojourner within its gates, and many who come to visit remain to make a home. Even before the war brought its influx of notables, the town boasted a large colony of prominent men and women whose affiliations had originally been with other cities. Retired diplomats, men who learned to know the Capital through years of service in the Senate and the House, army and navy officers past the age of active service, and women of means and leisure, familiar with life in the gayest capitals of Europe, have for many years found life in Washington satisfactory, and their number is increasing with each season.

Many Crowned Heads Coming. If there were any possibility of social activities in Washington taking a slump, now that the artificial stimulus of war-time conditions has been withdrawn, it has been removed by the announcement that visits from several of the crowned heads of Europe and a whole grist of princes and potentates may be expected within the next eighteen months.

Residents of Washington may have become a bit blasé about the entertainment of "distinguished visitors" since hardly a month goes by without a visit from one or more important missions, but a king—well, that's another pair of shoes, as the saying goes, and nobody wants to run the risk of missing an event of such history-making importance. Heretofore the United States has entertained sovereigns in embryo, but never, if memory serves, a king who was actively engaged in the business of being a king.

Not only has the town qualified as a winter capital, but it is making a

## Second Anniversary

## Classified

Going Strong



## Shake Hands With the "Want Ad" Pages

By T. R. LONGCOPE.

A diamond scarf pin valued very highly by Mr. Melvin Behrend, 724 Seventh street, was lost. In a city of 450,000 people where was that pin? Only 150 years ago the town crier would have been told of the loss and that gentleman would have paraded the streets ringing a bell and crying out "Diamond Pin Lost." Not so today. Mr. Behrend telephoned to The Times, inserted a 45c "Want Ad," and the next day a lady returned his scarf pin.

By reading the testimonials published daily in The Times you will find that this is an every-day occurrence. Rooms are being rented—articles found—houses bought—things sold and positions secured—help located—and in fact the every-day needs of man are being met with unfailing regularity.

Figures of gains made in advertising as a rule are dry and uninteresting, but when backed up with "Reasons Why" they become alive with interest. The Times led all Washington newspapers in Classified Advertising gains during the past year, maintaining its share of the growth of this newspaper.

In order to secure the maximum results for Times Classified advertisers it is essential to first secure as many readers for these ads as possible. Therefore our whole appeal is to the reader.

First, every classification in The Times can be found in practically the same position each day. The ads under these classifications are alphabetically arranged, beginning with the name of the article or kind of person wanted.

Under the classification of Rooms the address always is first in the ad. Every ad before it is inserted is rewritten so that the reader may quickly find the thing he wants without useless searching.

The Times is the only paper in the country that is using the first line of all small type ads in black type, making each individual ad stand out. To install this feature entailed considerable expense, but increased satisfaction on the part of those who daily consult the classified columns many times justify the expense. Because of strict ruling as to the use of black type cuts and black type over ten point, considerable advertising has been rejected. This is done in the interest of the reader. Compare the telephone book with the city directory. It is much easier to locate a name in the phone book rather than the directory, because of the orderly arrangement of names and the type used.

Under the classifications of Personal, Business Opportunities, Special Notices, and other headings are the daily cards of skilled workers representing almost every business under the sun. When there is the need for work done well these want ads are waiting for you. The fact that a man is advertising proves that he is above the average. It proves that he is ambitious, that he wants your patronage, and is willing to spend money to get it.

## An Atmosphere of Home In This Delightful NEW RESTAURANT



## The Taste of Home Cooking in Our Food

That unmistakable taste of home cooking flavors all of our meals, making them satisfying and economical. Served amid clean, sanitary surroundings by competent waiters at extremely moderate prices.

## We Serve the Best

Wholesome Food Sanitary Cooking

## SAVOY LUNCH ROOM

Cor. 9th and E Sts. N. W.,  
Opposite Crandall's Theater  
Downs & Lynd, Proprietors